



Bose Corporate Quality Policy

Total Customer Satisfaction

- ◆ We endeavor to satisfy the letter and spirit of customer requirements.
- ◆ We define customer requirements through active listening, through observation, and fact-based analysis.
- ◆ Process and work activities are viewed as having a customer and the same mission of total satisfaction is applied to our customers, internal and external.
- ◆ Quality includes, but is not limited to, a commitment to safety, the absence of defects, on-time delivery, and cost that meets target.

Continuous Improvement

- ◆ Every goal achieved is the new standard.
- ◆ Processes will be managed through the pursuit of continuous improvement.
- ◆ We aspire to anticipate customer's future needs and we will continually raise our standards to meet them.

Total Participation

- ◆ We encourage every employee to be involved effectively in customer delight and continuous improvement activities.
- ◆ All employees must recognize a dual role in carrying out their daily work and that of improvement work.
- ◆ Both teamwork and individual contribution are fundamental components to total participation in the way our work is organized.
- ◆ We will encourage practices that allow both teams and individuals to function effectively.

Application

- ◆ This policy applies to Bose Corporation operations worldwide and is intended as the fundamental cornerstone from which Bose operating procedures are developed.